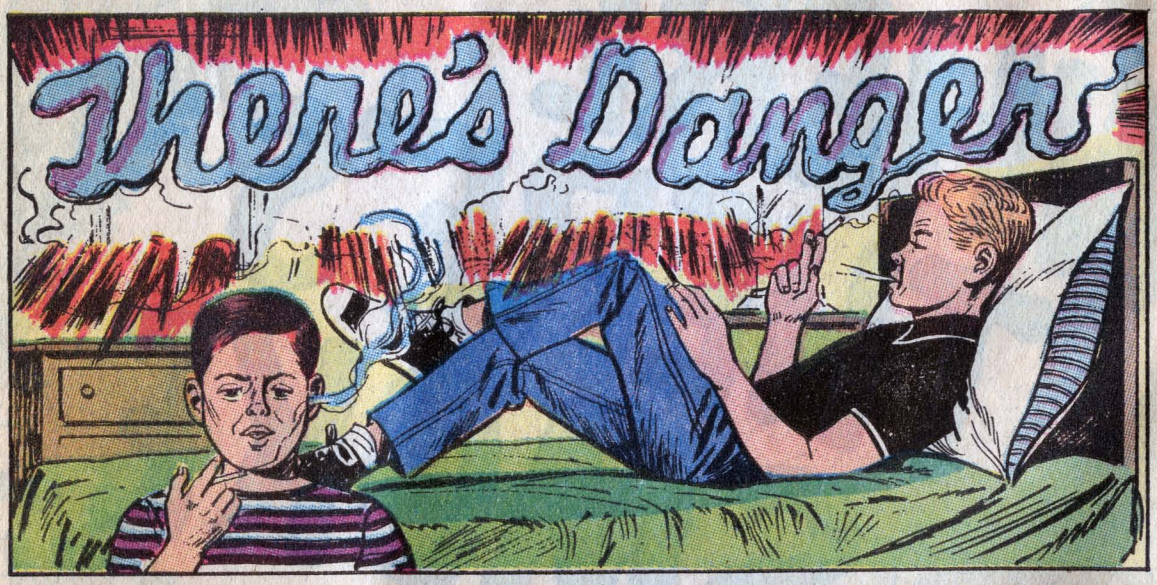
WHERE THERE'S SMOKE...
AMERICAN CANCER SOCIETY



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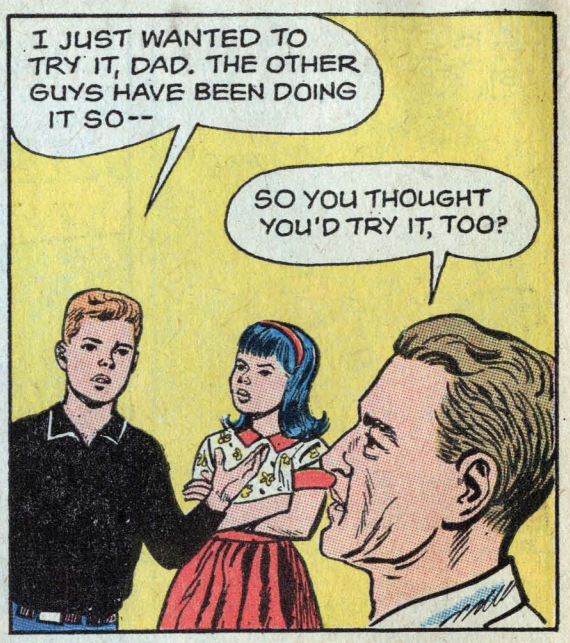
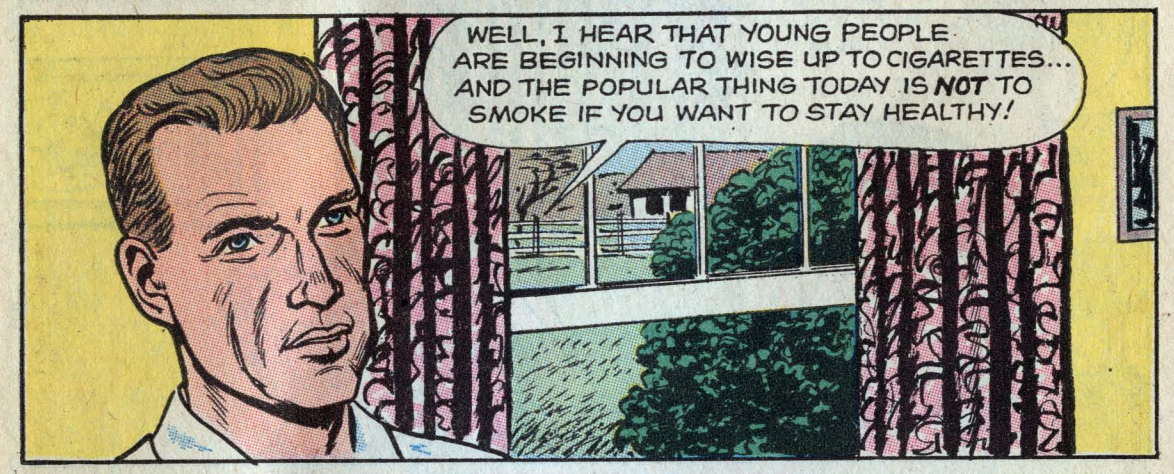
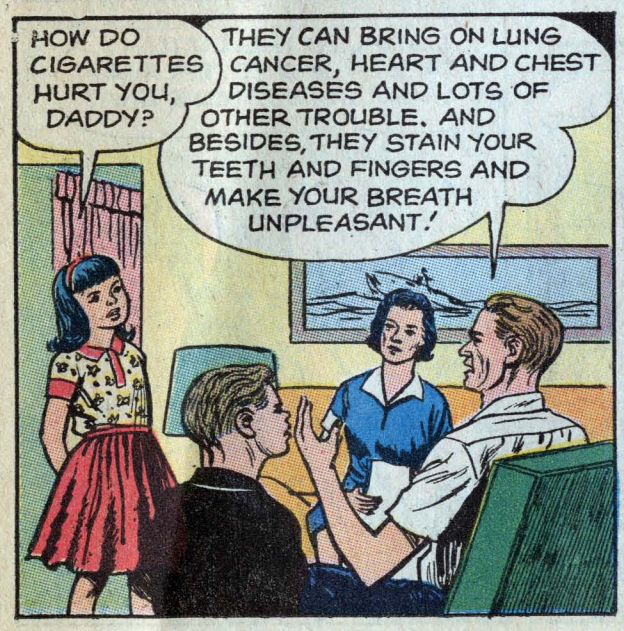
RICKEY'S GOING TO BE PUNISHED. GOODY, GOODY!
AW, TURN OFF THE RECORD, TINA... YOU SPY!
BUT, MOM... WE JUST WANTED TO TRY IT ONCE. THAT'S THE FIRST TIME, AND BESIDES,.. YOU SMOKE!
YES, RICKEY... AND HOW I WISH I'D NEVER STARTED!
I DIDN'T ENJOY MY FIRST CIGARETTES. NO ONE DOES. BUT BEFORE I KNEW IT, I COULDN'T STOP!
OH, HERE'S YOUR FATHER--
HI, DAD.. GUESS WHAT? RICKEY SMOKED A CIGARETTE.
LISTEN TO THE TATTLE-TALE! YOU'D BETTER MIND YOUR OWN BUSINESS, TINA!

HOLD IT, KIDS! SMOKING ONE CIGARETTE ISN'T THE WORST THING IN THE WORLD. BUT TELL ME, RICKEY... WHY DID YOU SMOKE?
I KNOW! HE WANTED TO FEEL LIKE A BIG SHOT!


I JUST WANTED TO TRY IT, DAD. THE OTHER GUYS HAVE BEEN DOING IT SO--
SO YOU THOUGHT YOU'D TRY IT, TOO?


WELL, I HEAR THAT YOUNG PEOPLE ARE BEGINNING TO WISE UP TO CIGARETTES... AND THE POPULAR THING TODAY IS NOT TO SMOKE IF YOU WANT TO STAY HEALTHY!


HOW DO CIGARETTES HURT YOU, DADDY?
THEY CAN BRING ON LUNG CANCER, HEART AND CHEST DISEASES AND LOTS OF OTHER TROUBLE. AND BESIDES, THEY STAIN YOUR TEETH AND FINGERS AND MAKE YOUR BREATH UNPLEASANT!

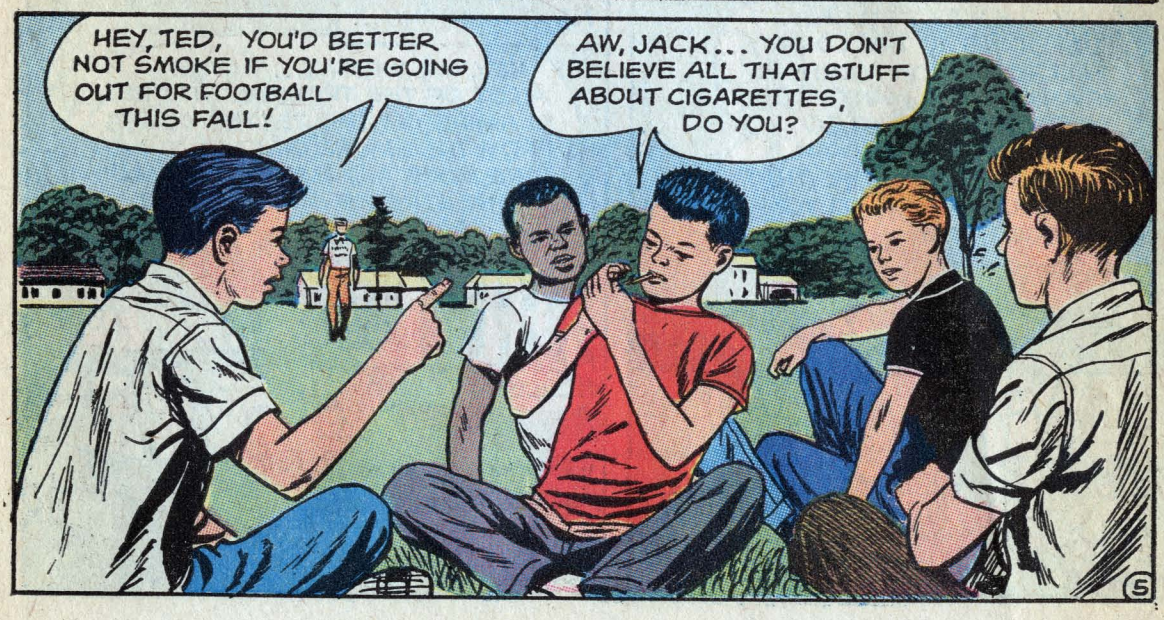
THEN WHY DO PEOPLE EVER START IN THE FIRST PLACE? I DON'T LIKE THE STINKY SMELL!

MOST PEOPLE DON'T KNOW WHAT THEY'RE GETTING INTO, TINA. WHEN I STARTED, I DIDN'T THINK CIGARETTES WERE BAD FOR ME. NOW THAT WE KNOW THE FACTS, I'M SORRY I EVER STARTED!

THEN WHY DON'T YOU JUST STOP, MOTHER?
I WISH I COULD... IT'S A VERY HARD HABIT TO BREAK!

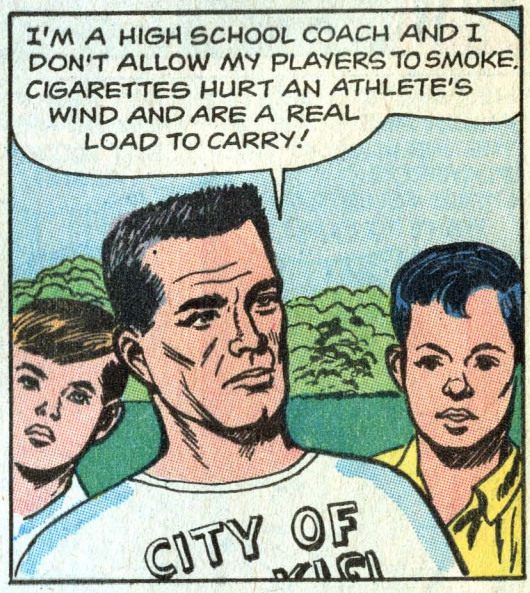
HEY, DAD, I'M MEETING CHUCK AND SOME OF THE FELLOWS AT THE PLAYGROUND FOR A LITTLE VOLLEYBALL. WANT TO PLAY?
NOT RIGHT NOW, THANKS ...BUT YOU RUN ALONG!

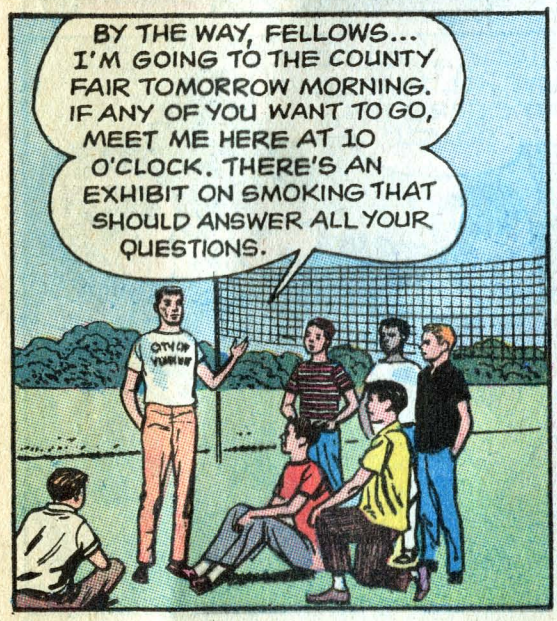
YOU WIN AGAIN! LET'S TAKE A REST! IT'S TOO HOT!
YEAH... LET'S QUIT!


HEY, TED, YOU'D BETTER NOT SMOKE IF YOU'RE GOING OUT FOR FOOTBALL THIS FALL!
AW, JACK... YOU DON'T BELIEVE ALL THAT STUFF ABOUT CIGARETTES, DO YOU?

THERE MUST BE SOMETHING TO IT. A LOT OF THE BEST ATHLETES DON'T SMOKE--PROS LIKE BART STARR AND BOBBY RICHARDSON. DID YOU SEE THEIR POSTERS AT SCHOOL? THEY ALL SAID, "I DON'T SMOKE!".
HERE COMES MR. WRIGHT. LET'S ASK HIM!

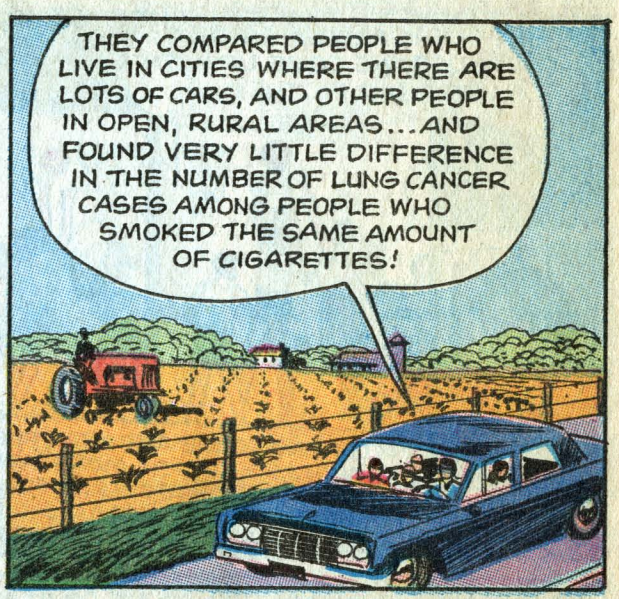
HI, MR. WRIGHT. WE'RE HAVING A LITTLE ARGUMENT OVER SMOKING. YOU'RE A PLAYGROUND INSTRUCTOR... YOU MUST KNOW THE ANSWER. CIGARETTES DON'T REALLY HURT YOU, DO THEY?
YES, THEY DEFINITELY DO, TED!

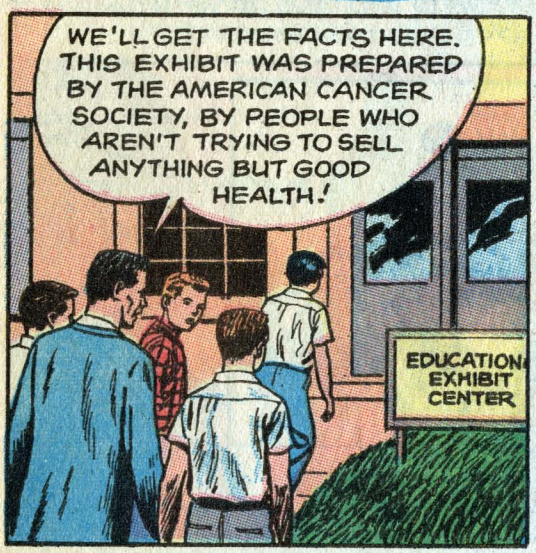

I'M A HIGH SCHOOL COACH AND I DON'T ALLOW MY PLAYERS TO SMOKE. CIGARETTES HURT AN ATHLETE'S WIND AND ARE A REAL LOAD TO CARRY!
CITY OF

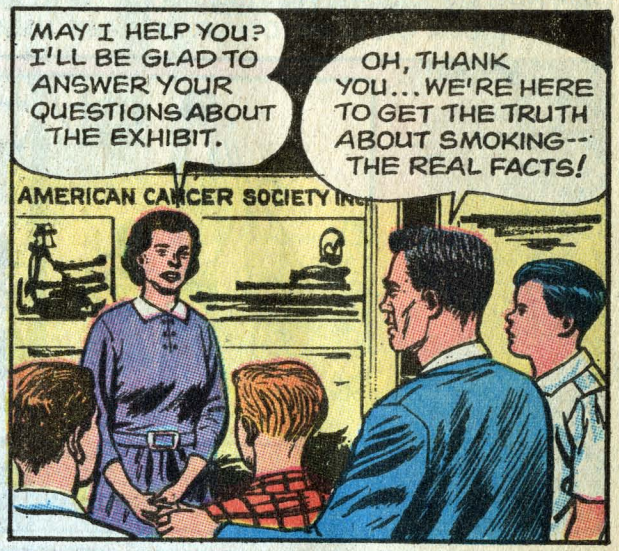

BY THE WAY, FELLOWS... I'M GOING TO THE COUNTY FAIR TOMORROW MORNING. IF ANY OF YOU WANT TO GO, MEET ME HERE AT 10 O'CLOCK. THERE'S AN EXHIBIT ON SMOKING THAT SHOULD ANSWER ALL YOUR QUESTIONS.

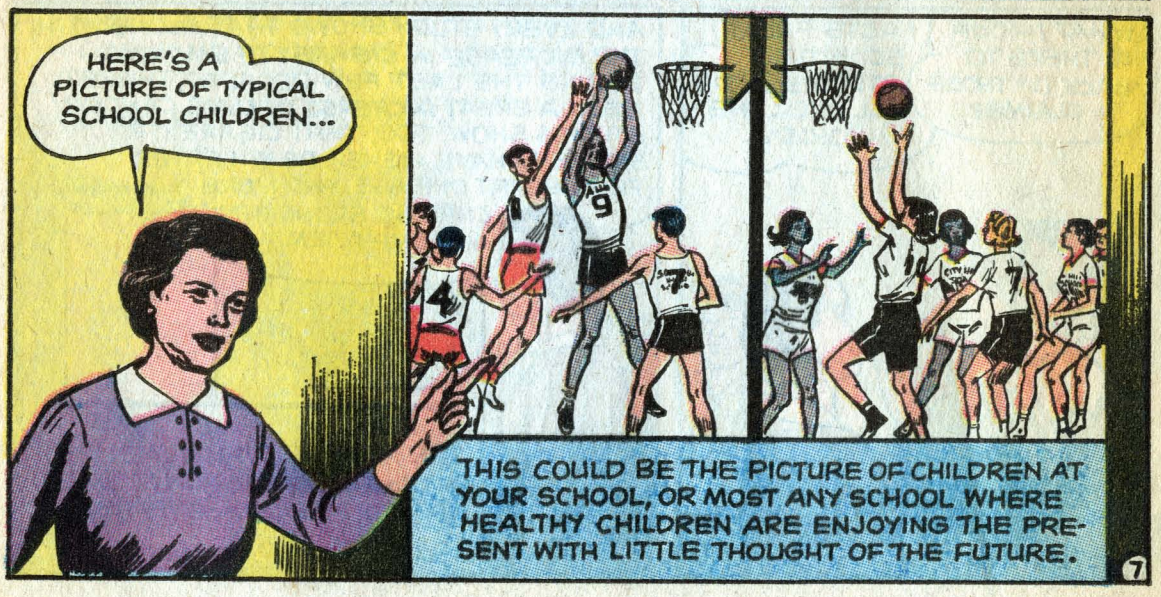
NEXT MORNING...
HEY, MR. WRIGHT... MAYBE A LOT OF THE TROUBLE THEY'RE BLAMING ON CIGARETTES COMES FROM THE SMOKE OF CARS. THERE ARE MORE AND MORE OF THEM ON THE STREETS ALL THE TIME!
BAEDMAN

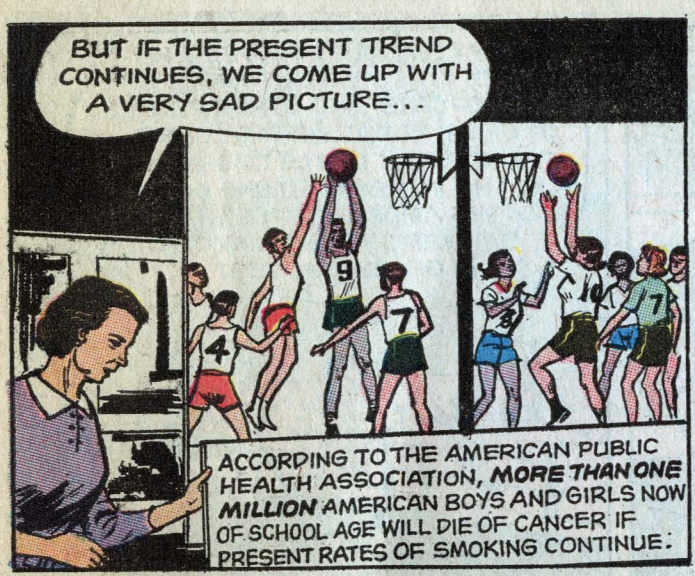
THAT'S ALREADY BEEN LOOKED INTO, TED...

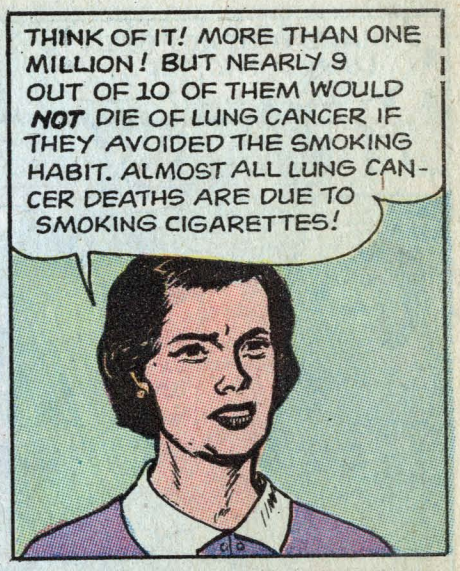

THEY COMPARED PEOPLE WHO LIVE IN CITIES WHERE THERE ARE LOTS OF CARS, AND OTHER PEOPLE IN OPEN, RURAL AREAS... AND FOUND VERY LITTLE DIFFERENCE IN THE NUMBER OF LUNG CANCER CASES AMONG PEOPLE WHO SMOKED THE SAME AMOUNT OF CIGARETTES!


WE'LL GET THE FACTS HERE. THIS EXHIBIT WAS PREPARED BY THE AMERICAN CANCER SOCIETY, BY PEOPLE WHO AREN'T TRYING TO SELL ANYTHING BUT GOOD HEALTH!
EDUCATION EXHIBIT CENTER

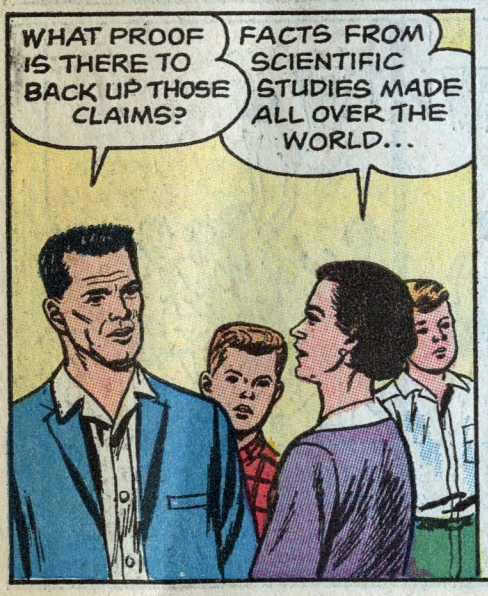

MAY I HELP YOU? I'LL BE GLAD TO ANSWER YOUR QUESTIONS ABOUT THE EXHIBIT.
OH, THANK YOU... WE'RE HERE TO GET THE TRUTH ABOUT SMOKING--- THE REAL FACTS!
AMERICAN CANCER SOCIETY INC.

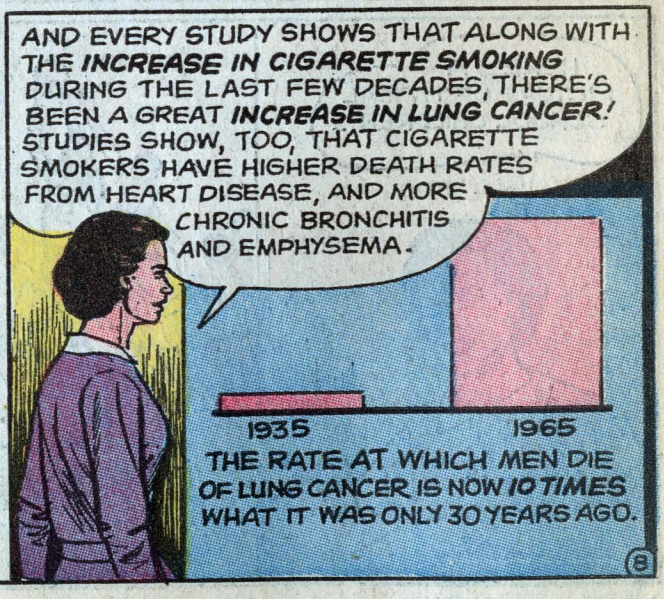

HERE'S A PICTURE OF TYPICAL SCHOOL CHILDREN...
THIS COULD BE THE PICTURE OF CHILDREN AT YOUR SCHOOL, OR MOST ANY SCHOOL WHERE HEALTHY CHILDREN ARE ENJOYING THE PRESENT WITH LITTLE THOUGHT OF THE FUTURE.

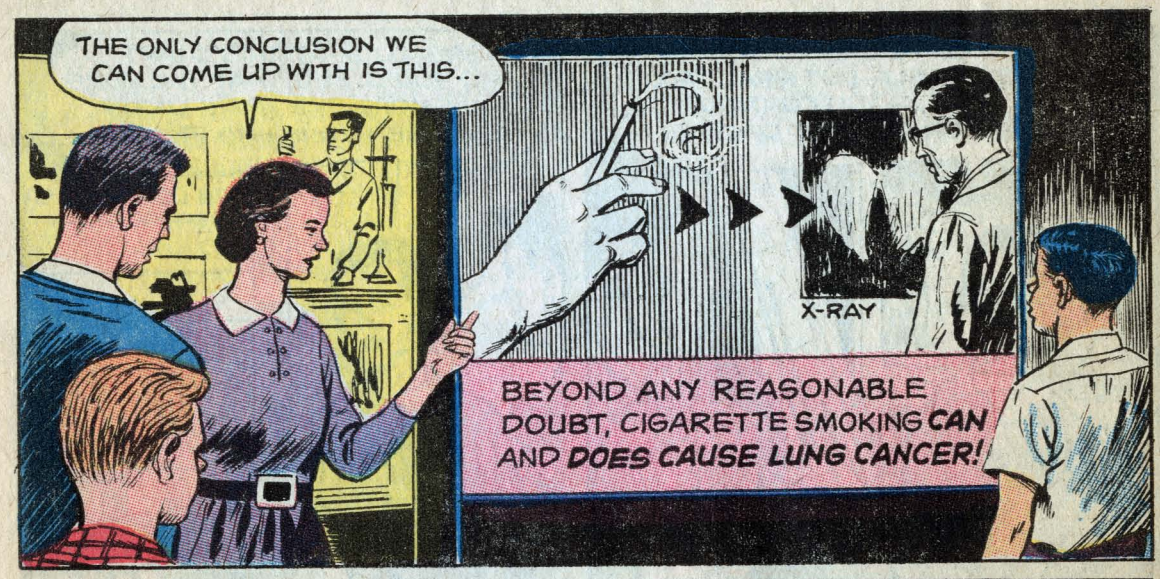


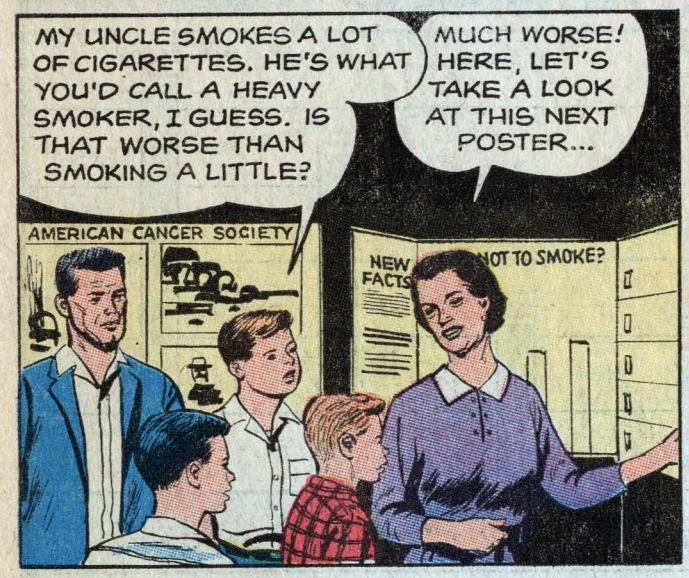


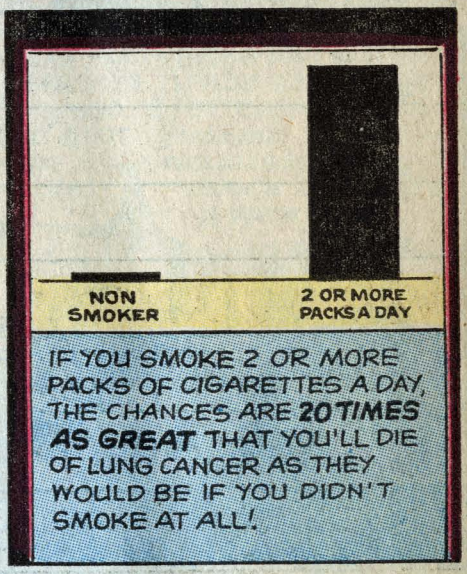
NO ONE KNOWS WHO IN THIS GROUP, OR IN ANY GROUP, WILL END UP WITH LUNG CANCER OR SOME OTHER DISEASE LINKED TO SMOKING CIGARETTES...

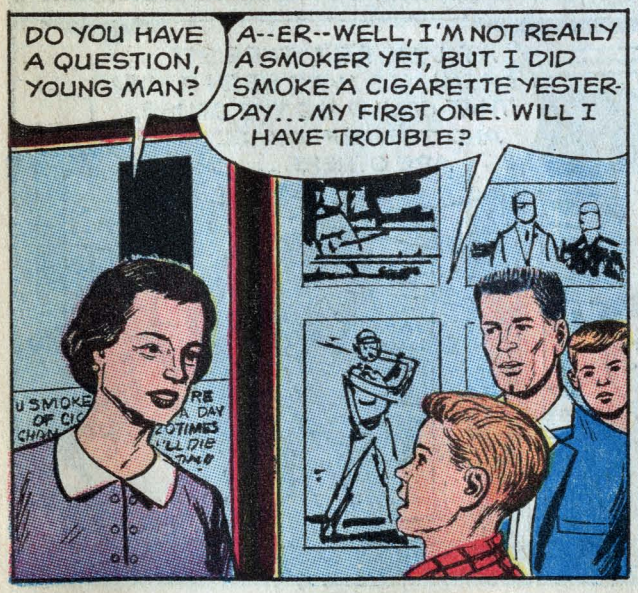





THE ONLY CONCLUSION WE CAN COME UP WITH IS THIS...
X-RAY
BEYOND ANY REASONABLE DOUBT, CIGARETTE SMOKING CAN AND DOES CAUSE LUNG CANCER!

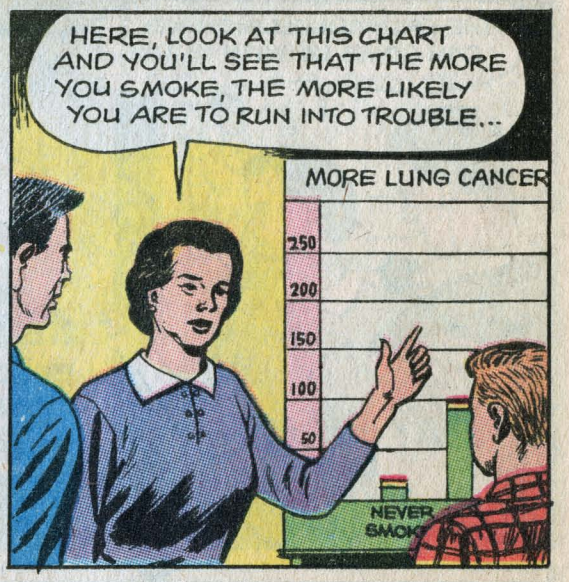

MY UNCLE SMOKES A LOT OF CIGARETTES. HE'S WHAT YOU'D CALL A HEAVY SMOKER, I GUESS. IS THAT WORSE THAN SMOKING A LITTLE?
MUCH WORSE! HERE, LET'S TAKE A LOOK AT THIS NEXT POSTER...
AMERICAN CANCER SOCIETY
NEW FACTS
NOT TO SMOKE?

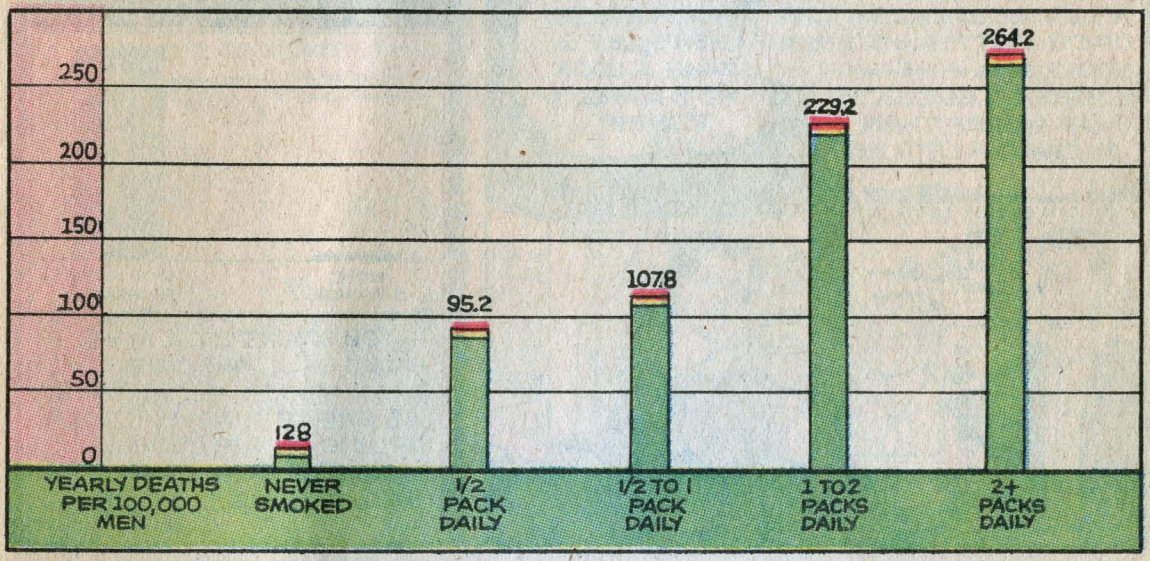

NON SMOKER
2 OR MORE PACKS A DAY
IF YOU SMOKE 2 OR MORE PACKS OF CIGARETTES A DAY, THE CHANCES ARE 20 TIMES AS GREAT THAT YOU'LL DIE OF LUNG CANCER AS THEY WOULD BE IF YOU DIDN'T SMOKE AT ALL!

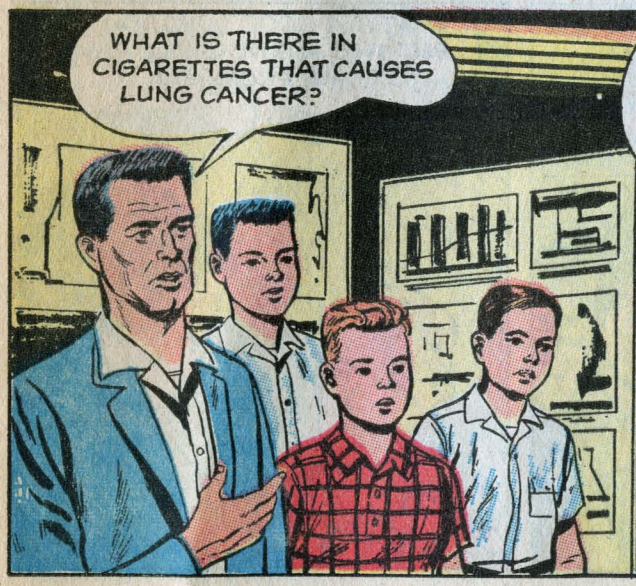

DO YOU HAVE A QUESTION, YOUNG MAN?
A--ER--WELL, I'M NOT REALLY A SMOKER YET, BUT I DID SMOKE A CIGARETTE YESTERDAY... MY FIRST ONE. WILL I HAVE TROUBLE?

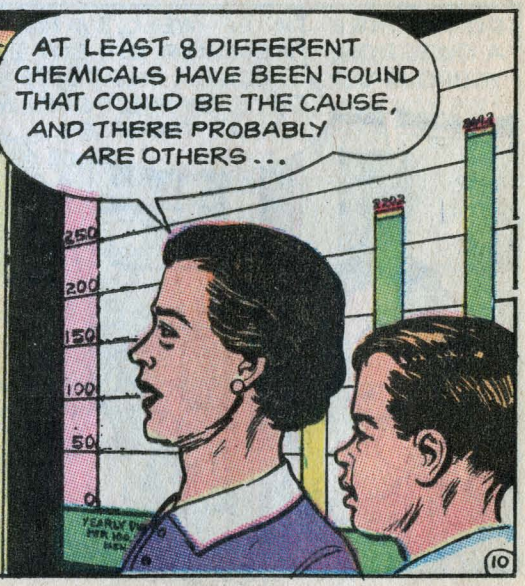
THAT'S A GOOD QUESTION, BUT THE ANSWER WILL HAVE TO COME FROM YOU...

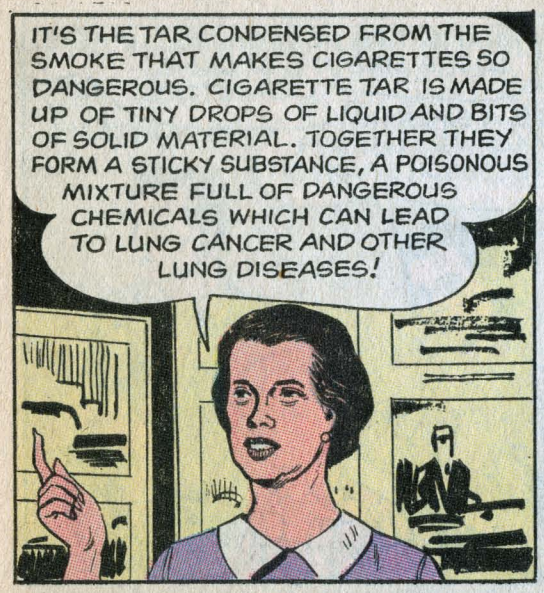
ONE CIGARETTE CAN'T DO MUCH HARM, BY ITSELF. BUT REAL TROUBLE COULD COME IF YOU CONTINUE TO SMOKE FOR A PERIOD OF TIME!

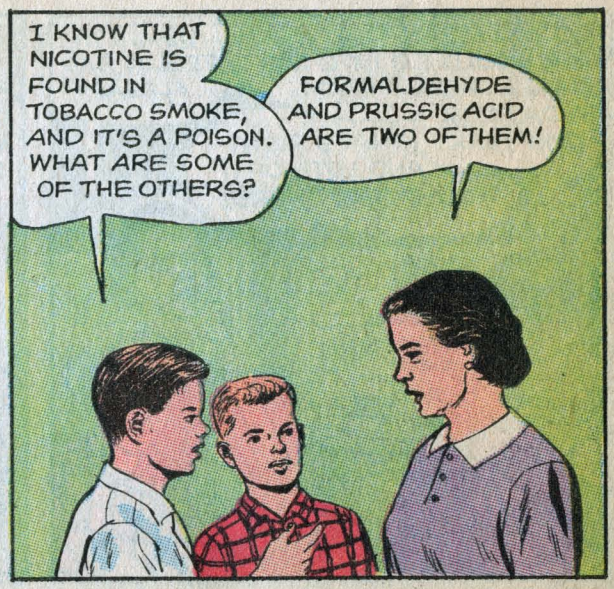

HERE, LOOK AT THIS CHART AND YOU'LL SEE THAT THE MORE YOU SMOKE, THE MORE LIKELY YOU ARE TO RUN INTO TROUBLE...
MORE LUNG CANCER
250
200
150
100
50
NEVER SMOKE


250
200
150
100
50
0
128
95.2
107.8
229.2
264.2
YEARLY DEATHS PER 100,000 MEN
NEVER SMOKED
1/2 PACK DAILY
1/2 TO 1 PACK DAILY
1 TO 2 PACKS DAILY
2+ PACKS DAILY

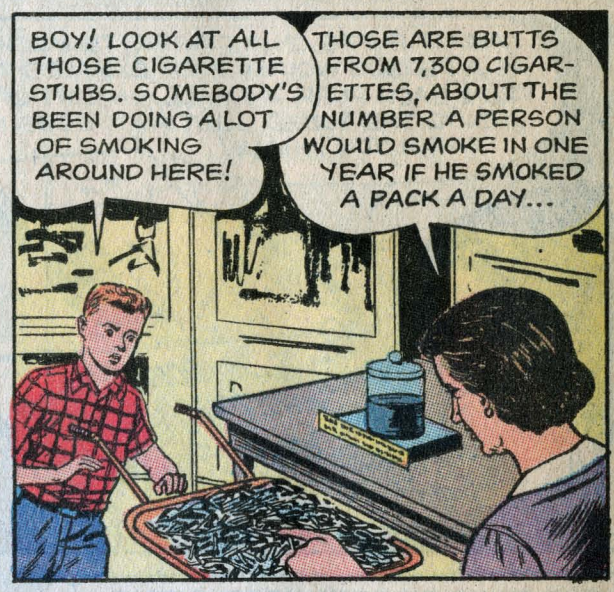

WHAT IS THERE IN CIGARETTES THAT CAUSES LUNG CANCER?

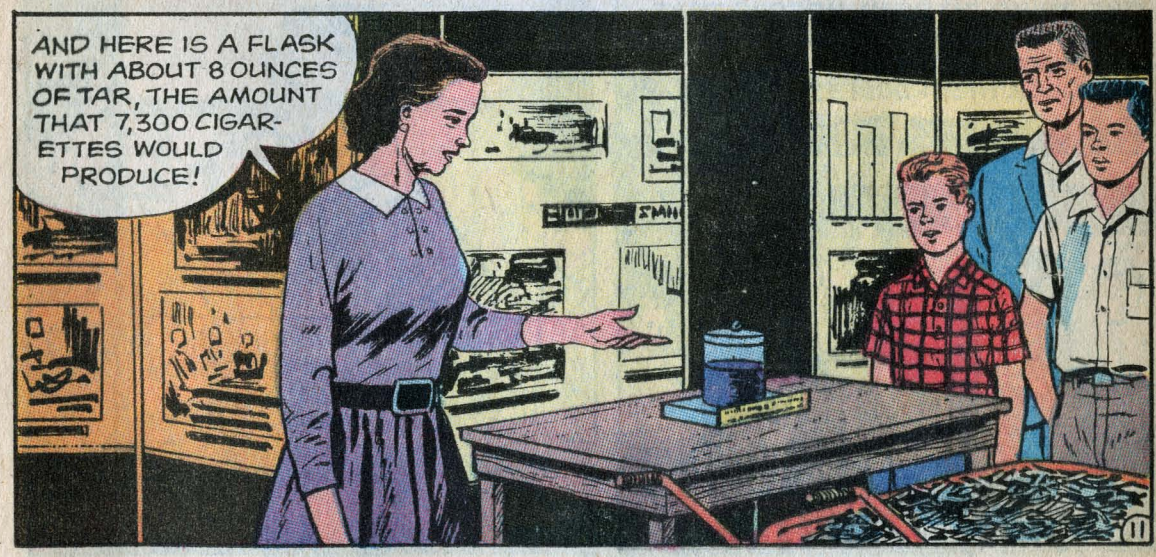

AT LEAST 8 DIFFERENT CHEMICALS HAVE BEEN FOUND THAT COULD BE THE CAUSE, AND THERE PROBABLY ARE OTHERS ...
250
200
150
100
50
0

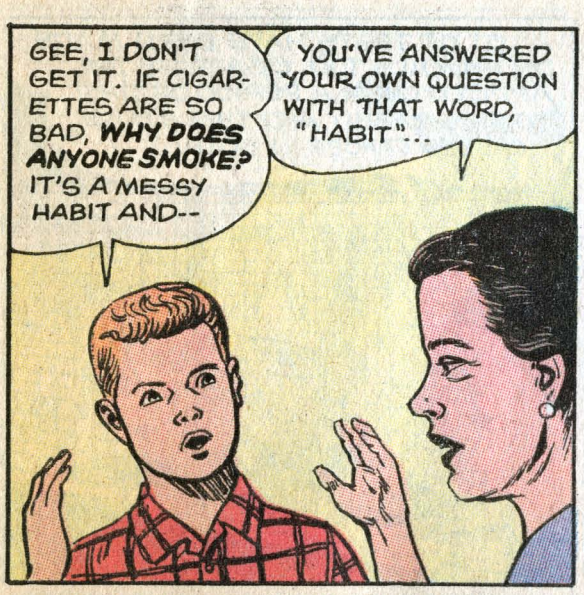

IT'S THE TAR CONDENSED FROM THE SMOKE THAT MAKES CIGARETTES SO DANGEROUS. CIGARETTE TAR IS MADE UP OF TINY DROPS OF LIQUID AND BITS OF SOLID MATERIAL. TOGETHER THEY FORM A STICKY SUBSTANCE, A POISONOUS MIXTURE FULL OF DANGEROUS CHEMICALS WHICH CAN LEAD TO LUNG CANCER AND OTHER LUNG DISEASES!


I KNOW THAT NICOTINE IS FOUND IN TOBACCO SMOKE, AND IT'S A POISON. WHAT ARE SOME OF THE OTHERS?
FORMALDEHYDE AND PRUSSIC ACID ARE TWO OF THEM!

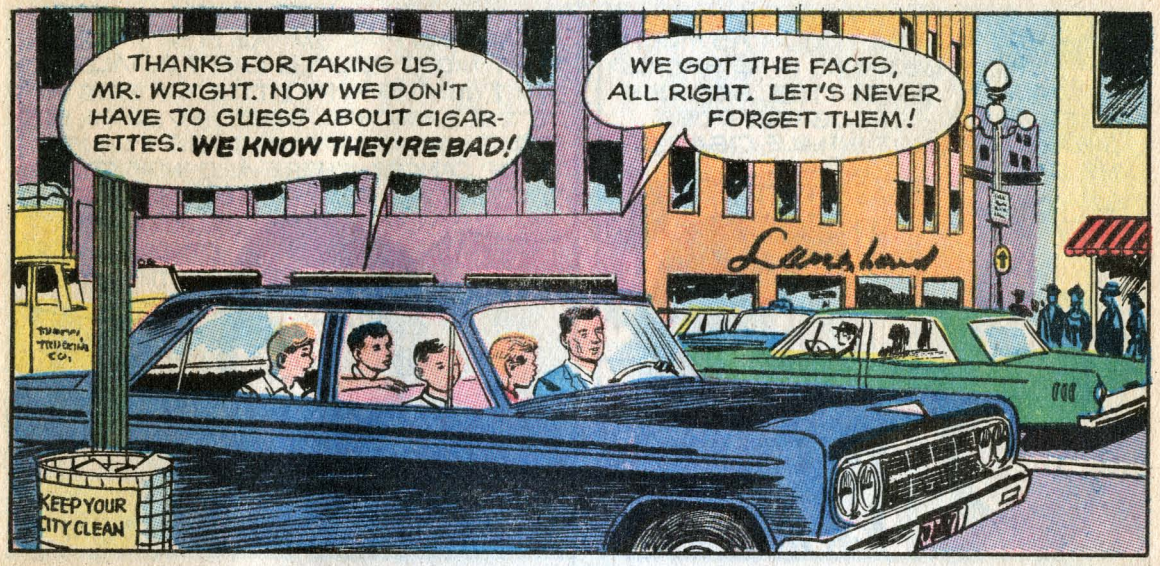
IS THERE MUCH TAR IN CIGARETTES?
COME ON UP TO THE NEXT DISPLAY AND I'LL SHOW YOU!

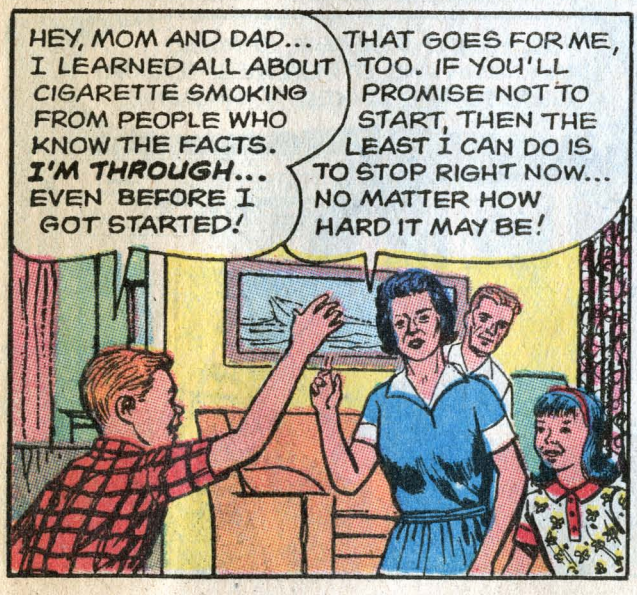

BOY! LOOK AT ALL THOSE CIGARETTE STUBS. SOMEBODY'S BEEN DOING A LOT OF SMOKING AROUND HERE!
THOSE ARE BUTTS FROM 7,300 CIGARETTES, ABOUT THE NUMBER A PERSON WOULD SMOKE IN ONE YEAR IF HE SMOKED A PACK A DAY...


AND HERE IS A FLASK WITH ABOUT 8 OUNCES OF TAR, THE AMOUNT THAT 7,300 CIGARETTES WOULD PRODUCE!

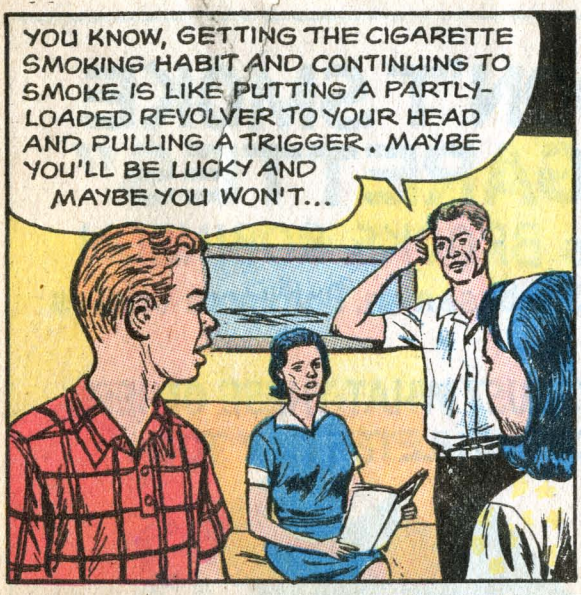

GEE, I DON'T GET IT. IF CIGARETTES ARE SO BAD, **WHY DOES ANYONE SMOKE?** IT'S A MESSY HABIT AND--
YOU'VE ANSWERED YOUR OWN QUESTION WITH THAT WORD, "HABIT"...

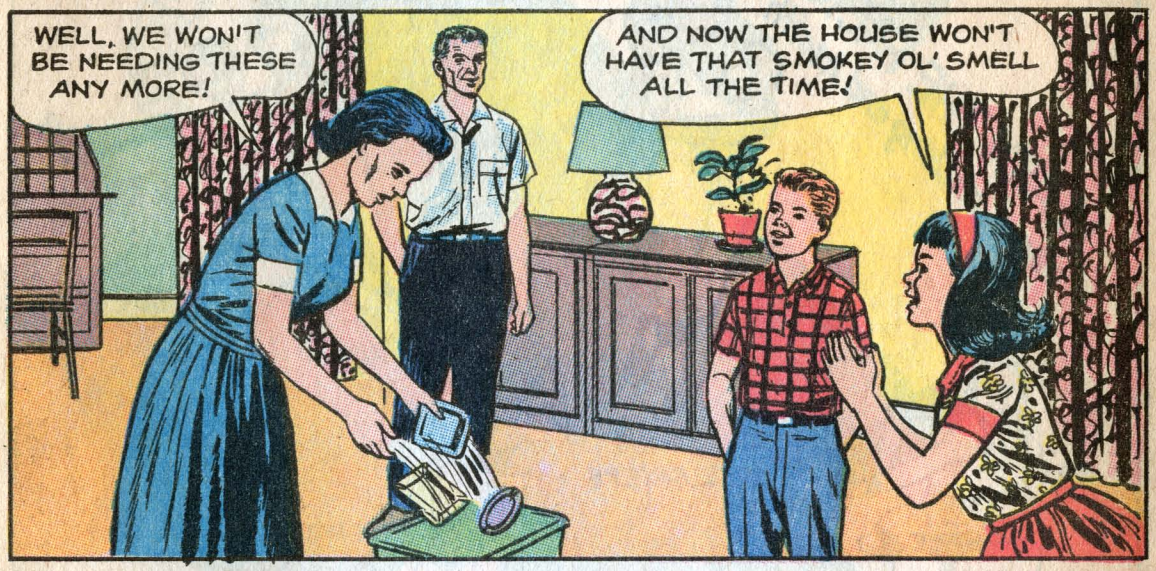
YOU SMOKED YESTERDAY FOR THE FIRST TIME. THERE WAS ALSO A FIRST TIME FOR ALL PEOPLE WHO SMOKE. THEY JUST WANTED TO TRY ONE...THEN ANOTHER. SOON, THEY HAD THE HABIT!
HABIT OR NOT, **I'M THROUGH! I'M QUITTING!** IT DOESN'T MAKE SENSE TO ME TO SMOKE!

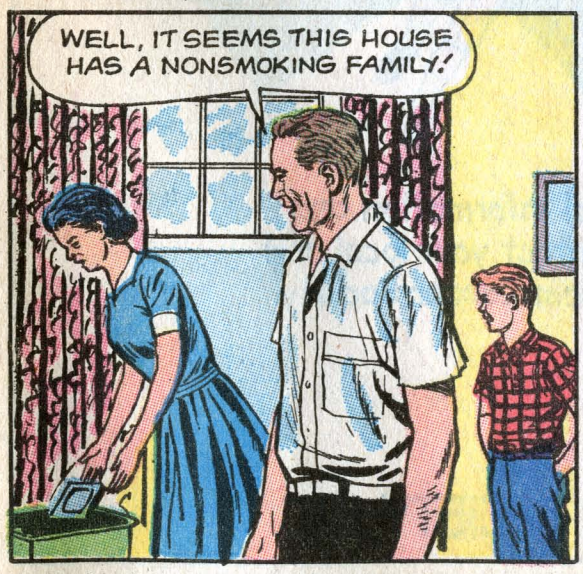

THANKS FOR TAKING US, MR. WRIGHT. NOW WE DON'T HAVE TO GUESS ABOUT CIGARETTES. **WE KNOW THEY'RE BAD!**
WE GOT THE FACTS, ALL RIGHT. LET'S NEVER FORGET THEM!
Lansdale
KEEP YOUR CITY CLEAN

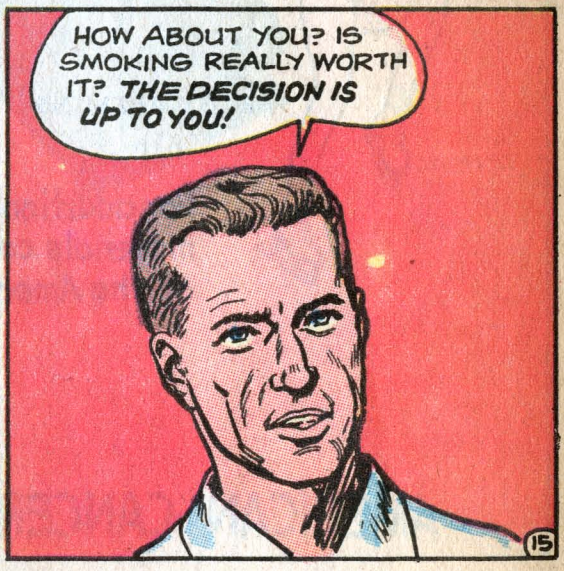

HEY, MOM AND DAD... I LEARNED ALL ABOUT CIGARETTE SMOKING FROM PEOPLE WHO KNOW THE FACTS. **I'M THROUGH...** EVEN BEFORE I GOT STARTED!
THAT GOES FOR ME, TOO. IF YOU'LL PROMISE NOT TO START, THEN THE LEAST I CAN DO IS TO STOP RIGHT NOW... NO MATTER HOW HARD IT MAY BE!

AND I'M SURE TINA WILL NEVER SMOKE!
I PROMISE, **NEVER!**









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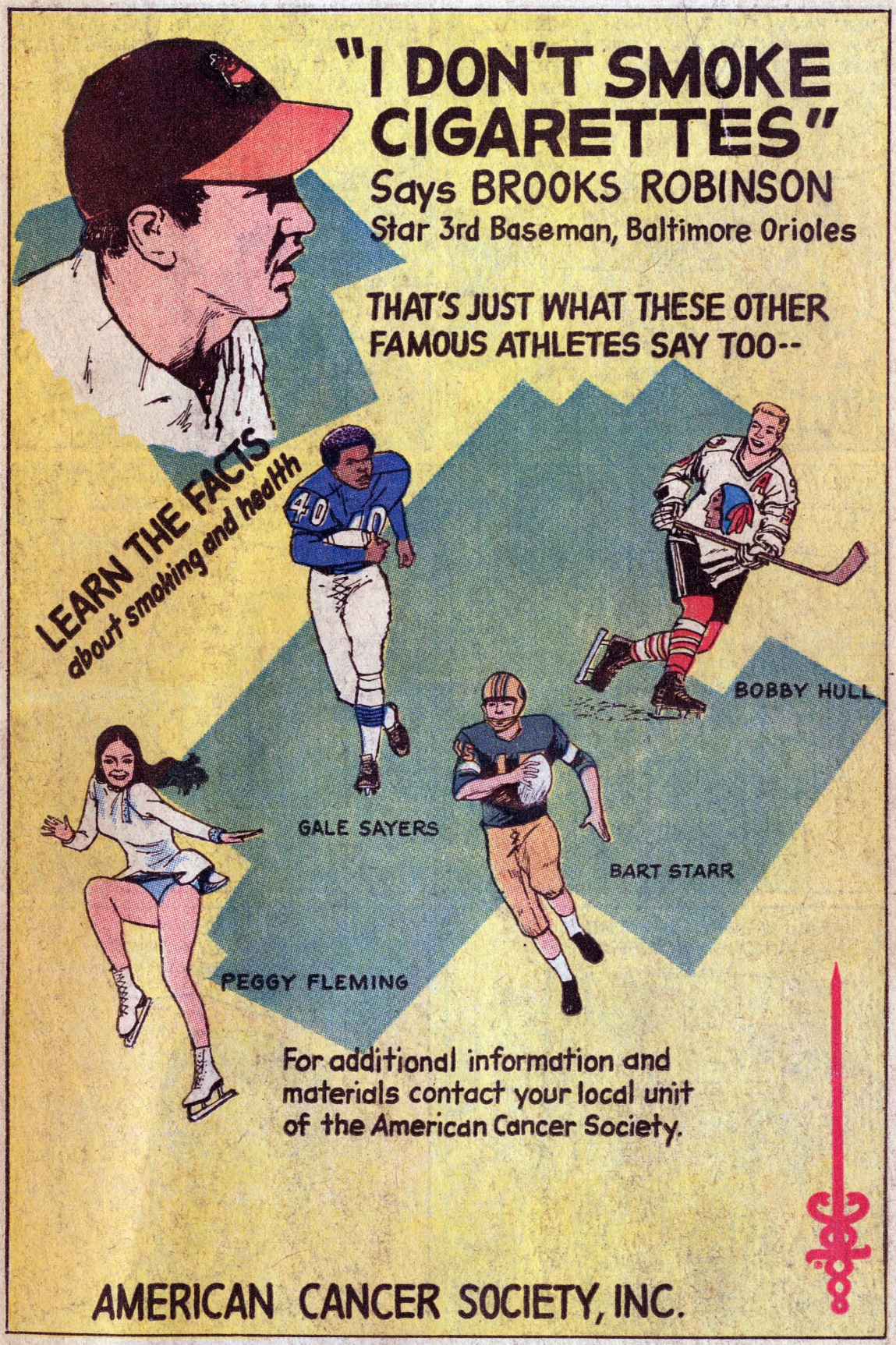

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THIS BOOKLET APPROVED BY THE NATIONAL INTERAGENCY COUNCIL ON SMOKING AND HEALTH.